

ABSTRACT OF THE DISCLOSURE

In an in-store product information retrieval system,  
a means for making a request for retrieval of product  
information from the portable user terminal when the  
5 portable user terminal approaches to within a prescribed  
distance of a wireless apparatus corresponding to a  
product for which retrieval of product information is  
desired; a means for sending from the wireless apparatus  
to the store computer the request received from the  
10 portable user terminal by adding an identification number  
of the wireless apparatus; a database provided in the  
store computer and storing product information; a  
retrieval means, provided in the store computer, for  
performing retrieval of product information stored in the  
15 database based on the identification number of the  
wireless apparatus received from the wireless apparatus;  
are provided.